



Revive Lost Deals When Prospects Revisit Your Website



 **play**

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"Are you looking for the best way to re-engage previously lost opportunities? This play will help you reach back out to them at the best moment to help you win back the deal."



Marvin Karis

Senior Director GTM Execution at Dealfront

Recommended for

- ✓ Sales Executives & Sales Managers: Aiming to revive lost deals.
- ✓ Customer Success Teams: Seeking to recover churned customers.
- ✓ Marketing Teams: Looking to retarget prospects with personalized campaigns.

Expected results

- ✓ Re-Engaged Opportunities
- ✓ Increased Close Rate on Lost Deals
- ✓ More Efficient Sales Processes

Introduction

When a company that previously lost interest starts revisiting your website, it's an indication that they might be ready to re-engage. Whether it's due to a renewed business need, a change in priorities, or simply a deeper look at what you offer, these revisits provide a unique window of opportunity. By promptly reconnecting with these leads, you can grab their renewed interest and convert them back into active opportunities.

This play will guide you through converting these returning visitors into qualified leads and, ultimately, closed deals. With the right approach, you can turn a previously lost opportunity into a success story. Just like [Contentoo won a client](#) they'd be chasing, so can you recapture a lost opportunity's interest and build a stronger path to a successful close.

Identifying lost opportunities

When a company that previously showed interest but didn't proceed revisits your website, it can signal renewed potential for a sale. Recognizing and acting on these "lost opportunity" signals can provide a unique advantage, as these prospects are already somewhat familiar with your offerings. Here's how to identify when they're back on your radar and ready to re-engage.

Using website tracking to capture returning interest

[Website visitor identification tools](#), integrated with your CRM, are essential in identifying when lost opportunities return. These platforms can provide real-time data, showing exactly which companies are revisiting, and provide context around what they're exploring on your site. By using these tools, your team can recognise valuable interest signals and can craft personalized outreach that meets them where they are in their renewed buyer journey.

Key signals to monitor

To accurately gauge returning interest, it's crucial to focus on specific behavioral signals:

- ✓ **Pages visited** - if returning visitors are navigating high-intent pages, such as pricing, features, or case studies, it's a strong indication of deeper interest. These pages often correlate with buying intent and can reveal what aspects of your offering are top of mind for them.
- ✓ **Duration and frequency of visits** - long or repeated visits demonstrate sustained interest. Prospects that revisit multiple times in a short period or spend significant time on particular pages are showing a high level of engagement, suggesting they may be closer to making a decision.
- ✓ **Engagement with specific content** - watching how visitors interact with specific resources, such as demo requests, case studies, or blog posts, can reveal what's drawing them back. For example, a demo request or engagement with customer success stories often signals readiness for a renewed conversation. By identifying these patterns, you can approach prospects with content that aligns with their renewed interests.

With these insights, you can time your outreach with precision, helping you recapture lost opportunities and connect with prospects when they're ready to revisit the conversation.

How to identify lost opportunity website visits with Leadfeeder and CRM integration:

01. First, you'll need to make sure your CRM is integrated with Dealfront.

Your next step will be to create a custom feed in Leadfeeder by clicking on the blue '+ Create custom feed' button on the left side of the page.

02. Click 'Add new filter' and from the dropdown, select 'CRM', then 'CRM opportunity status' and select the status choices 'all are' and 'lost'.

03. To create a feed per sales person, add another filter for the deal or opportunity owner. Once you have Slack integrated you can create a Slack automation for each specific person on your team, each person will be informed as soon as one of their own lost opportunities revisits the page, allowing them to reach out with relevance and contact their lost opportunity again.

Create a new feed ✕

Feed name **Feed folder** Custom ▼

Receive weekly updates about new companies identified in this feed
 Make this feed public ⓘ

[Filters](#) 2 [Email](#) 1 [Slack](#) [Automation](#) [Connected lists](#)

Filters allow you to set criteria to receive only relevant companies for a certain Custom Feed. For example, you could filter all companies from Germany who came with Google Ads and browsed certain web pages.
[Learn more about filters](#) ↗

Those filters will result in 34 companies

CRM opportunity status — all are Lost ✎ ✕

AND

CRM opportunity owner — at least one is owned by emma.smith@dealfront.com ✎ ✕

04. Next you'll need to save your custom feed. Once you've done this, you should see all lost opportunities within your selected time range that have revisited your website.

05. To refine these results you can also select specific landing pages to focus on, so your automated alerts are specific to lost prospect revisiting a certain page, for example, your pricing page.

Those filters will result in 9 companies

CRM opportunity status — all are Lost ✎ ✕

AND

CRM opportunity owner — at least one is owned by emma.smith@dealfront.com ✎ ✕

AND

Landing page — is /de/pricing-web-visitors/ ✎ ✕

Analyze the opportunity's activity

To effectively re-engage with companies that previously lost interest but have returned to your website, it's essential that you analyze their recent activity and understand any past interactions. Here's how:

01. Track their current engagement: start by reviewing the pages they've visited on your site. Focus on high-intent areas like pricing, feature overviews, or demo request pages, which indicate renewed interest in exploring your solution. If these pages were viewed, it's a strong signal that the company may be reconsidering their position and open to conversation.

02. Align with CRM insights: use CRM data to cross-reference their recent activity with previous interactions. Look at why the deal was initially lost. Was it a budget constraint, timing, or lack of a specific feature? Identifying these details allows you to tailor your outreach, directly addressing any former concerns they may have had.

This approach not only helps you gauge their current interest but also ensures your next interaction is contextually relevant, positioning you as attuned to their needs.

Personalized re-engagement strategy

When a company that previously lost interest revisits your website, it's an ideal opportunity to re-engage them with a targeted strategy. Here's how to turn this renewed interest into a promising opportunity:

01. Create a personalized re-engagement strategy: analyze their recent website behavior to uncover their current interests and needs. Focus your outreach on the initial reason for the deal loss, whether it was budget concerns, feature gaps, or timing issues. Use this as a foundation for a highly personalized message that introduces new offerings, updated features, or revised pricing. Showing them what's changed since their last interaction can spark a renewed interest in your solution.

02. Use a multichannel approach: to increase engagement, reach out across multiple channels. Start with a reintroduction email, then follow up with a LinkedIn message, phone call, or another platform they previously responded to. A coordinated, multichannel approach ensures you're visible and relevant to them as they reconsider your solution.

03. Use customized outreach templates: having ready-made templates tailored to the most common reasons for deal loss can streamline your re-engagement efforts. Here are examples for some typical scenarios:

New feature release template

Highlight new capabilities that align with their business needs.

[Hello **[Mr./Ms.] [Last Name]**,

We're excited to announce some powerful new features in **[Your Company]**, designed to support your business's growth and align perfectly with your strategic goals.

Our latest release includes capabilities specifically tailored to help you:

1. **[Feature 1:] –[Briefly explain benefit of feature 1].**
2. **[Feature 2:] –[Briefly explain benefit of feature 2].**
3. **[Feature 3:] –[Briefly explain benefit of feature 3].**

We believe these additions will affect [your overall value proposition]. If you'd like a personalized demo or have questions about how these updates can specifically benefit [target company name], we're here to help!

Just reply to this email, and a member of our team will reach out to schedule a convenient time for you.

Looking forward to helping you achieve even more success with **[Your Company]!**

Best regards,

[Your Name]

[Your Position]

[Your Company]

Pricing update template

Explain any new pricing structures or discounts that may align better with their budget.

[Subject: Exclusive Offer from **[Your Company]**]

Hello **[Mr./Ms.] [Last Name]**,

We have great news for you– **[Your Company]** has lowered its prices!

From our previous conversation I recall that budget was one of the reasons why a collaboration between **[target company name]** and **[Your Company]** hasn't worked out so far.

Our **[type of promotion]** this year might just be the solution:

You'll receive **[details of the pricing update]**.

If you're interested, simply reply "Yes" to this email, and one of my colleagues will get in touch with you shortly.

Best regards,

[Your Name]

[Your Position]

[Your Company]

Use case spotlight template

Illustrate how similar companies have successfully used your product since their last interaction.

[Subject: See How Companies Like Yours are Driving Success with **[Your Company]**]

Hello **[Mr./Ms.] [Last Name]**,

I hope you're doing well! Since we last connected, we've seen some fantastic success stories from companies similar to **[target company name]** who have used **[Your Company]** to overcome common challenges and drive growth. I thought you might find some inspiration in how they've leveraged our solutions to achieve outstanding results.

For example:

1. [Company A, Industry Similarity] increased their [outline specific eg. qualified leads by 30% using our Advanced Lead Scoring feature, which prioritizes prospects based on data insights that align with their ideal customer profile].

2. [Company B, Similar Size/Challenge] [outline specifics eg. optimized their CRM efficiency with our Real-Time Data Sync, reducing manual updates and ensuring their sales teams always had the latest, most accurate lead information].

3. [Company C, Specific Goal Alignment] [outline specifics eg. successfully expanded into new markets by leveraging our Enhanced Reporting Dashboards, which provided in-depth insights into market trends and customer needs].

These examples showcase just a few ways our platform is driving tangible value for businesses like yours. If you're interested, I'd love to discuss how **{Your Company}** can support **[specific goal or need for company name]** and share more insights from our latest success stories.

Please feel free to reply, and we can set up a brief call or meeting at your convenience.

Looking forward to reconnecting!

Best regards,

[Your Name]

[Your Position]

[Your Company]

By creating an outreach strategy that speaks directly to their needs and addressing any previous roadblocks, you can turn this renewed interest into a valuable opportunity.

Timing & real-time action

When a previously uninterested prospect returns to your website, it's a golden opportunity to reignite the conversation. Timing is everything here; with near real-time notifications, you're alerted immediately when a lost opportunity is back on your site, giving you the perfect chance to re-engage them while your brand is top of mind.

"For each sales team member, we've set up an automated Slack notification. Whenever one of their assigned accounts visits the website, they receive an alert prompting them to re-engage. It's especially interesting to see when other individuals from the same company, who haven't been in contact yet, also visit the site. This often indicates that they've been talking about our offering internally, a strong sign of their genuine interest."



Michael Larche
VP, New Business Sales at Dealfront

To ensure you're always ready to act, set up instant notifications via email or Slack whenever these visitors return. This approach allows your team to respond quickly, reaching out with relevant and timely messaging that acknowledges their renewed interest. By striking while the iron is hot, you increase your chances of reviving and progressing these previously stalled deals.

Using Dealfront, there are a few ways of collating identified companies and getting notifications in Slack. One easy way to keep track of these companies is to set up an integration, then a notification alert for every new company that is added to your custom feed.

- 01.** To configure your custom feeds' notifications to be delivered to Slack, click on "Edit" on one of the feeds.
- 02.** Enter the tab for Slack notifications, choose which channel you want to get the notifications to, and click "Add". By default you'll see public channels, but also a private channel can be added.
- 03.** When setting up the Slack notifications, you can choose the new companies to be sent to your Slack either when new data is available or daily at 9 AM your account time.

[Send Identified Companies to Slack](#)

You can also automate will an email for every new company that is identified for the first time:

[Get Email Notifications](#)

Continuous optimization

Reaching out to prospects who are revisiting your website is a powerful way to reignite interest, but to maximize your results, a consistent focus on optimizing your approach is essential. Here's how you can ensure your outreach remains impactful and relevant:

- ✓ **Measure and improve:** make it a habit to evaluate the effectiveness of your outreach efforts. Regularly review metrics such as open rates, click-throughs, and responses to understand how well your messaging resonates. By identifying high- and low-performing elements, you'll gain insight into what drives re-engagement and where adjustments are needed.
- ✓ **Adjust content:** understand which content pieces—such as case studies, whitepapers, or industry insights—are drawing the most interest from re-engaged prospects. Lean into these successful content types, tailoring your messaging to highlight materials that add value, showcase success stories, or address specific challenges relevant to your re-engaging audience.
- ✓ **Refine playbook tactics:** use your learnings to scale winning strategies, whether it's offering personalized demos that showcase relevant solutions or implementing timely follow-ups based on behavior. Regularly refine your tactics to ensure they remain aligned with the needs of re-engaging prospects, making your outreach more relevant, impactful, and primed for conversion.

By continuously optimizing these key elements, you'll turn revisits from previously disengaged companies into fresh opportunities for connection and growth.

Expected results

When a previously disinterested prospect revisits your website, it's a clear signal of renewed interest. This presents a valuable opportunity to re-engage, rekindle conversations, and potentially turn lost opportunities into successful deals. Here's what you can expect by focusing on these returning prospects:

- ✔ **Re-engaged opportunities:** reconnecting with lost prospects who return to your site can be transformative. Expect a meaningful boost in reigniting these opportunities, as real-time alerts allow you to quickly re-engage them. This sets the stage for revived conversations and renewed interest, increasing the likelihood of moving these prospects closer to a deal.
- ✔ **Increased close rate on lost deals:** with timely, personalized outreach, the chances of converting once-lost opportunities into loyal customers grow. By targeting prospects who have shown renewed curiosity, your team can position relevant solutions that address their evolving needs, ultimately improving your close rate on previously lost deals.
- ✔ **More efficient sales processes:** your team can streamline their focus by prioritizing prospects who are actively re-engaging with your brand. This approach optimizes sales efforts, allowing your team to allocate time and resources to the highest-potential leads, those already showing renewed interest, boosting productivity and overall efficiency.

This playbook was brought to you by Dealfront

Dealfront is the go-to-market platform for Europe that gives businesses everything they need to win leads and close deals.

Dealfront's multilingual AI understands the nuances of European data, so it can access data and insights that other tools can't, all within Europe's complex compliance standards.

Dealfront – The way to win deals in Europe.

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